



2024

ANNUAL REPORT



Family
Empowerment
Media

A MESSAGE FROM OUR TEAM

2024 was a year of learning and building. Reaching ~ 6.3 million listeners through short and long campaigns, we laid the foundation for our most ambitious campaign yet, while charting a path to scale our impact in the years ahead. We're excited to share our progress.

Many women face barriers that prevent them from making informed decisions about their reproductive health and family size. Since 2020, Family Empowerment Media (FEM) has worked to raise awareness and reduce misconceptions about family planning through radio. We envision a future where all women can make informed choices. Over the next decade, we aim to expand to all regions where our efforts can cost-effectively improve lives.

In 2024, we made significant progress toward 24-month campaigns in 10 Nigerian states evaluated by a randomised controlled trial (RCT). This ambitious project brought some of our greatest challenges this year, particularly in preparation and installation of our innovative evaluation technology, which has taken longer than expected. 2024 brought us closer than ever to this milestone.

We expanded beyond Nigeria for the first time, conducting scoping projects in five countries and proof-of-concept (POC) campaigns in Niger and the DRC. Warm stakeholder receptions and high listener retention and resonance with these test campaigns reinforced our confidence in our ability to adapt to new contexts.

To our funding partners—your support is more than a contribution; it's a catalyst for change. You invest in a world where women and families no longer face preventable tragedies or hardship from unintended pregnancies. Thank you for supporting our mission.

the FEM team



What's Inside

TABLE OF CONTENTS



Audience Base and Broadcasts | p. 3

We reached an audience base of ~ 6.3 million women and men in Nigeria, Niger, and the DRC.



Impactful Kano Campaign | p. 4

We completed a 32-week campaign, repurposing content to deliver life-saving messages at the lowest cost to date.



Randomised Controlled Trial | p. 5,6

We expanded content production fivefold for 24-month campaigns, and made key technical progress.



Expansion to New Countries | p. 7,8

We completed scoping projects with promising partners in 5 countries and proofs of concept in the DRC and Niger.



Behind the Impact | p. 9,10

FEM team members -- including our vital implementation and funding partners -- make every achievement possible.



Audience Base and Broadcasts

~ 6.3 million reached with short and long campaigns

Arewa Radio, Kano*	5,685,900 listeners	1,230 broadcasts
Radio Katanda, DRC	172,800 listeners	70 broadcasts
Radio Anfani, Niger	199,400 listeners	70 broadcasts
Radio Ikarawa, Niger	118,400 listeners	70 broadcasts
Radio Kitari, Niger	100,500 listeners	70 broadcasts

*For Kano, we sourced reach numbers from Media Planning Services (MPS), an external data company. We discounted MPS data by 20% to account for uncertainty. Outside Nigeria, we sourced reach numbers using a multi-step process including WorldPop, GIS and CloudFM. FEM rounds listenership numbers down to the nearest given significant figure.



32
weeks

5.6m.
listeners

2430
impressions

Kano

2024 IN DEPTH: AREWA

We completed a second extended campaign in Kano, on Arewa Radio.

This 32-week Hausa-language campaign targeted married women and men who want to plan their families. Arewa Radio reaches listeners in urban, semi-urban and rural areas in Kano State.

Through this campaign, we expanded the impact of content previously produced for Kano, eliminating content production costs.

One-minute ads aired over 2,240 times and 20-min shows over 192 times.

In one testimonial ad, a mother of three shared how she and her husband chose injectable contraception, and encouraged others to explore family planning options for a method that suit them best. A show co-hosted by a medical doctor discussed the pros and cons of different options.

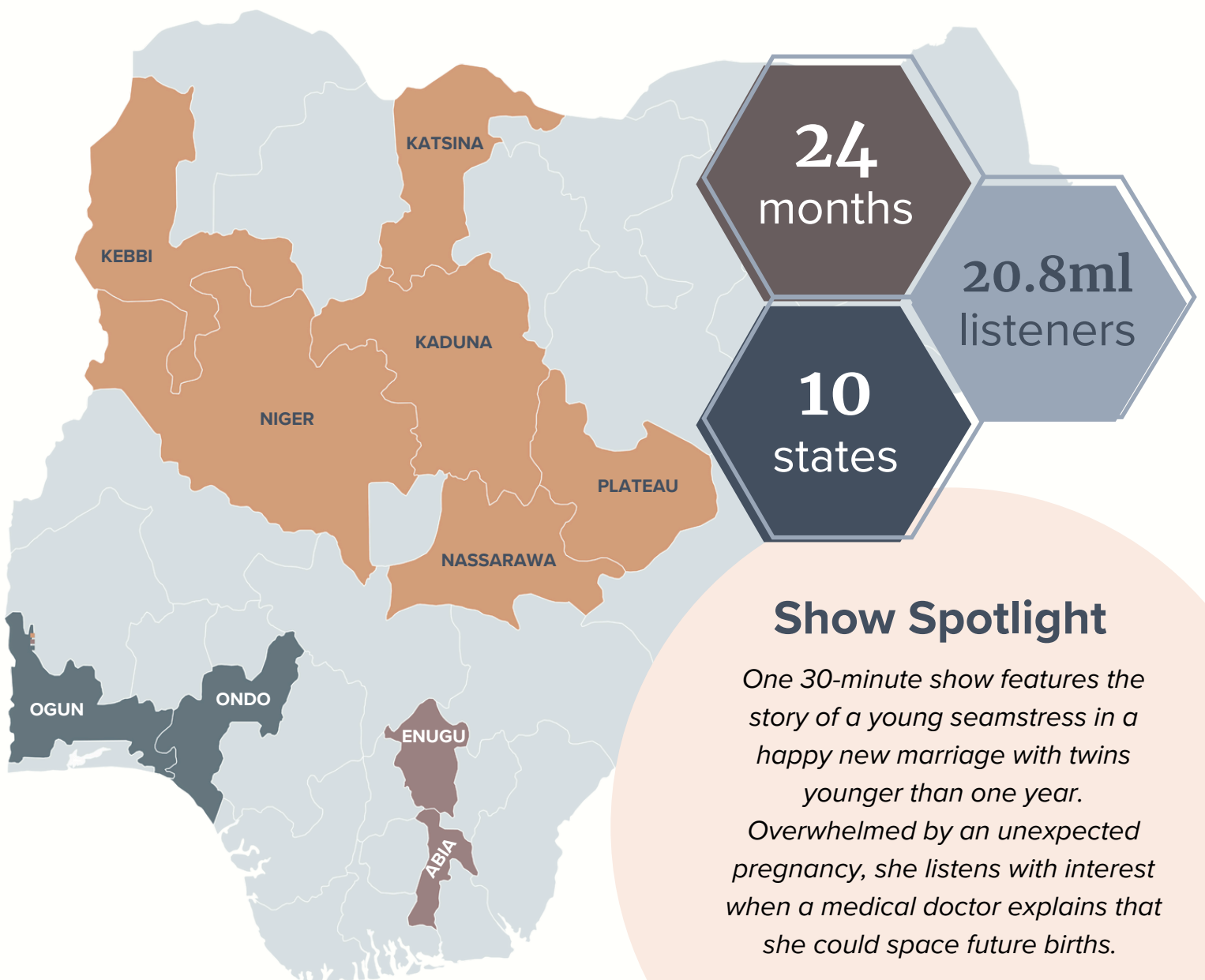
This campaign further extended access to vital health information in this high-impact region.

2024 IN DEPTH: RCT

We made major strides toward launching 24-month campaigns in Nigeria, which will be evaluated by a randomised controlled trial (RCT).

Campaigns will reach ~ 20.8 million women and men in 10 states multiple times daily and also generate robust evidence about FEM's impact. For these campaigns, we are developing content at a 5x larger scale than ever before.

We created plots and core messages based on research with ~ 1500 listeners. Main formats are drama and storytelling shows, real-life testimonials, and Q&A shows with experts. We sourced teams of local writers who developed fictional scripts in Igbo, Hausa, and Yoruba, which we shared with stakeholders at review meetings. We also sourced radio stations, production studios, and trusted health experts and religious leaders and celebrities to feature in our content.



Show Spotlight

One 30-minute show features the story of a young seamstress in a happy new marriage with twins younger than one year.

Overwhelmed by an unexpected pregnancy, she listens with interest when a medical doctor explains that she could space future births.

2024 IN DEPTH: RCT

The Tech:

Antennas, often mounted on poles (right) are wired to devices (below) which recognize and replace FEM's content with unrelated content, creating control groups.

Impact Insights:

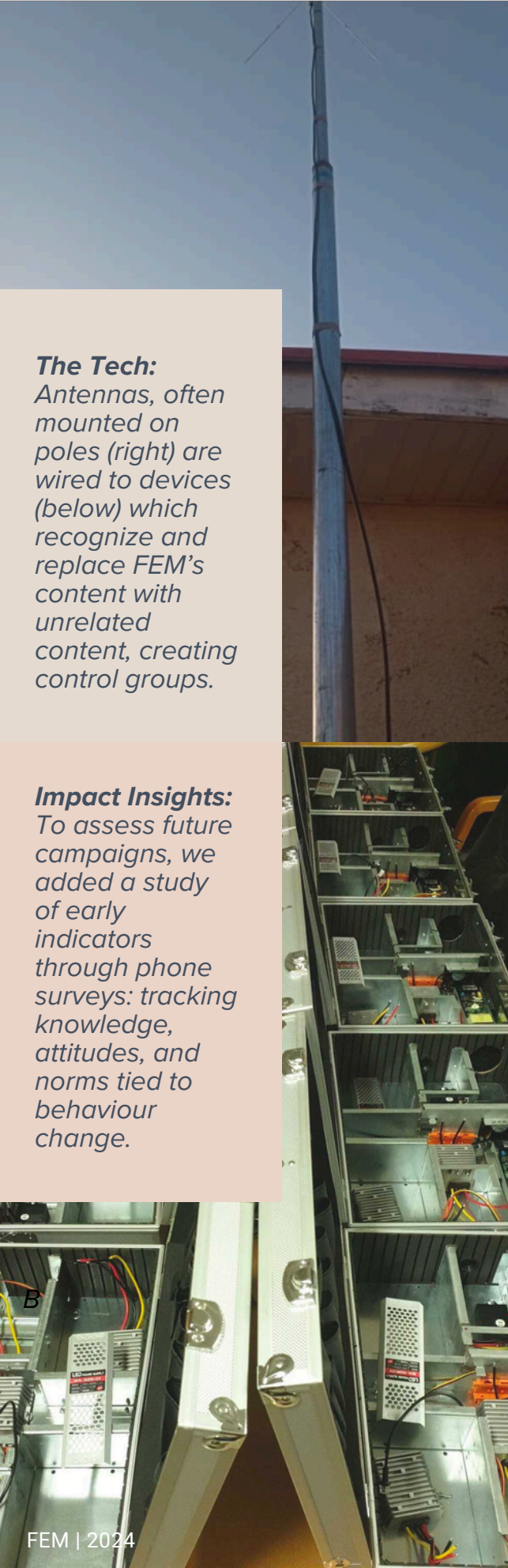
To assess future campaigns, we added a study of early indicators through phone surveys: tracking knowledge, attitudes, and norms tied to behaviour change.



To measure our impact on contraceptive uptake and maternal health, we developed a technology that can identify when our content is on air and replace it with unrelated content in a 1-8 km radius, allowing the creation of control groups. In 2024, we trained a team of engineers who will install and maintain this equipment.

To ensure performance, we assess locations through a rigorous 5-stage process: 1) verifying that stations broadcast in stereo, 2) mapping coverage through in-person driving tests, 3) identifying health facilities, 4) assessing signal strength and reliability, and 5) deploying and testing the transmitters.

By the end of 2024, we had reached the fourth stage of this process, overcoming challenges like unsuitable signal strength and limited accessibility.



2024 IN DEPTH: Expansion

In 2024, we completed scoping projects with potential partners in Uganda, Ethiopia, Niger, the DRC, and Chad. After analysing all learnings, we eliminated our concerns about reach and cost in Niger, two regions in the DRC, Uganda and Ethiopia, but not in Chad. We selected the Grand Kasai region in the DRC and the Zinder region in Niger as the most promising locations for proofs of concept (POCs).



What's a proof of concept?

A POC is a small co-implementation project to validate that a location will be impactful.

We conduct listener conversations, draft ads, conduct a stakeholder workshop with ~40 stakeholders, and air a 1-2 week campaign on an impactful radio station.

POCs allow us to answer outstanding questions about a location before a larger investment of resources.

For scoping and POCs in the next five years, our shortlist includes 11 regions in 9 countries where maternal mortality ranges from 103-523 deaths per 100,000 live births. Countries include Burundi, Senegal, Togo, and Angola. FEM prioritises regions where our impact on women's and children's health can be greatest, assessing factors like contraceptive supply, maternal mortality rates, and costs, especially airtime.

2024 IN DEPTH: Expansion

Proofs of Concept, the DRC and Niger



The DRC



Niger

In the DRC, we broadcast for one week on Radio Katanda in Mbuji-Mayi. The project enabled FEM to access DHIS-2 data, through the connections of our local partner, Les Ailes du Coeur. Access verified the prevalence of contraceptive stockouts. We met with supply-side NGOs including Pathfinder and UNFPA to understand if we could align our demand generation activity with their supply, or support the supply chain. Unfortunately, our analysis determined that campaigning in the DRC is not cost-effective* at this time.

“

I have so much pain in my thoughts- I make the effort to stock up for two weeks before I give birth... if I don't do it, no one will do it for me.

-Mother of 8, age 27, the DRC (not pictured)

”



% of 40 listeners who recalled 2 ads after hearing intro:

84% and 91%

DRC Engagement



% of 40 listeners who recalled 2 ads after hearing intro:

64% and 74%

Niger Engagement

We aired for one week on three stations in Niger in partnership with ACS/LUCPAMIC Consortium. Flooding-related internet outages disrupted communication; the project's successful completion highlighted both the resilience of our partnership and the effectiveness of our program tools. Our stakeholder workshop included representatives across all branches of government; we presented newly developed scripts alongside ads originally produced for northern Nigeria, whose popularity indicated their potential for reuse in Niger, offering a highly cost-effective solution. **Pending political stability, we plan to launch a full campaign in 2025.**

*Our cost-effectiveness bar is 10x cash.

Kabiru
Abdulkareem

Research and
Process Manager



Since 2021, lifelong Kano resident Kabiru Abdulkareem has played a critical role in FEM’s field work and evaluation. Known for his work ethic, Kabiru shares, “For me, FEM’s work is incredibly important. I see a lot of children uncared for. I see a lot of women going through a lot, just because they don’t have the right education to space births.”

A devout Muslim whose core values are respect and positivity, Kabiru has been married to his wife, Amina Bashir, for 14 years; they share three children. “Children bring unexplainable joy. I love being a father.” Kabiru enjoys taking his family to a nighttime amusement park and is training for a black belt in karate with the goal of teaching his daughters self-defense.

Kabiru has observed FEM’s impact in Kano. “At my children’s school, I overheard the bursary officer listening to a religious program from FEM. A well-known Islamic scholar was talking. I sparked up a conversation, and she said she never knew that the Muslim perspective permitted family planning. These are special moments.

“I’ve heard men discuss our radio content while working with concrete. It makes me feel we’re making a big step toward changing a very big problem.”

Kabiru describes conducting quality control on FEM’s listener research, and breaking down from stories of suffering:

“ You have to revive yourself and get back to work. A lot of women are in dire situations that could have been prevented if they had adequate knowledge. This is one of the major drivers for my hard work. ”



A potential listener speaks with an enumerator during our POC with the Consortium

Implementation Partners

Strong, collaborative partnerships are key to our impact.



N Nigeria



SE Nigeria



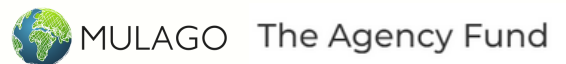
SW Nigeria



Niger

Institutional Partners

We're grateful to the funders and supporters who enable our impact.





Family
Empowerment
Media



www.familyempowermentmedia.org